

Approved November 7, 2019



**CITY OF SCOTTSDALE  
WESTWORLD SUBCOMMITTEE  
MEETING**

**SUMMARIZED MINUTES**

**Wednesday, June 12, 2019**

**Monterra at WestWorld  
16601 N. Pima Rd.  
Scottsdale, AZ**

**PRESENT:** Vice-Mayor Linda Milhaven, Chair; Councilmember Virginia Korte

**ABSENT:** Councilmember Guy Phillips

**STAFF:** Brian Dygert, WestWorld General Manager; Bill Hylen, Assistant City Attorney;  
Bill Murphy, Assistant City Manager; Jim Thompson, City Manager

**Call to Order**

Noting the presence of a quorum, Vice-Mayor Milhaven called the regular meeting of the Scottsdale WestWorld Subcommittee to order at 4:04 p.m.

**Roll Call**

**1. Minutes – April 10, 2019**

COUNCILMEMBER KORTE MOVED TO APPROVE THE APRIL 10, 2019 WESTWORLD SUBCOMMITTEE MEETING MINUTES. VICE-MAYOR MILHAVEN SECONDED THE MOTION, WHICH CARRIED TWO (2) TO ZERO (0). VICE-MAYOR MILHAVEN AND COUNCILMEMBER KORTE VOTED IN THE AFFIRMATIVE. THERE WERE NO DISSENTING VOTES.

**2. Open Call to the Public**

There were no members of the public who wished to speak.

### **3. Prioritizing Events**

Brian Dygert, WestWorld General Manager, gave an update on progress with growing the market, increasing event activity, and direct financial return to WestWorld. Nine diverse new events are scheduled between now and the end of the calendar year.

Events on the schedule include:

- Sand Volleyball
- Professional Boxing
- St. Jude Walk and Run
- Phoenix Jujitsu
- Taco Festival
- Jurassic Adventure
- Peruvian Paso Fino World Finals
- International Gay Rodeo Finals
- Cheerleading Competition

The 4th of July event is in its sixth year and the fourth year of the five-year contract with WestWorld. Brandon Maxwell from M Culinary noted that ticket sales for the 4th of July event have doubled from last year. City staff is being offered discounted admission to the event.

Vice-Mayor Milhaven said that she was expecting this item to include discussion about criteria for what events would take priority to help with scheduling, choosing events, and balancing types of events. Councilmember Korte noted that at the previous meeting there was discussion about considering: Maximizing activity on the calendar; financial responsibility; diversity; growing the market, proactive versus reactive; working outside of the box; and challenges during summer months.

Mr. Dygert opined that the question moving forward is how to look at events that are ongoing and sustainable and how to balance those events with the bigger events that will generate more volume. Past practice has been to offer first right of refusal to events that have been in certain time slots. As the market grows and demand increases, consideration will need to be given to the possibility of in the future working with those groups to adjust the schedule to accommodate larger, more profitable events.

Jim Thompson, City Manager, said that he has assigned his staff to contact other venues to gather information on how they prioritize their events and parameters they use for booking their facilities. The data will be used to analyze what is available in the market and how similar venues react to market conditions. Discussions are under way on how best to maximize the facility by breaking it into sections, prioritizing events, considering the public good, and potential partnerships. He hopes to develop a written policy prioritizing events based on guidelines and policies staff is currently formulating.

Councilmember Korte asked about the Mesa RV event that is listed on the calendar as ongoing through July. Mr. Dygert explained that Mesa RV is a casual filler, occupying the North Hall. They are open to the public and have been consistently busy.

**4. Signature Authority for Contracts**

- a. Authority to City Manager for signature on negotiated terms
- b. Authority to City Manager for signature on contract with a five year and less term

Mr. Dygert said that rates and fees include a component allowing the City Manager authority to negotiate rates and fees for WestWorld. Last night, City Council approved an ordinance giving the City Manager authority to sign and authorize contracts for WestWorld, under the sale and disposal of assets and property.

**5. Update on Booking Calendar – July through December 2019**

Mr. Dygert distributed a calendar of all scheduled events June through January, a booking process flow chart, and a WestWorld employee organizational chart.

Councilmember Korte requested that the Subcommittee be provided with a tracking of the number of usage days compared year over year.

**6. Future Agenda Items**

Future agenda items will include:

- Policy around signage
- Policy around community recreational use
- Event development fund
- Update on statistics

**7. Adjournment**

COUNCILMEMBER KORTE MOVED TO ADJOURN THE MEETING. VICE-MAYOR MILHAVEN SECONDED THE MOTION, WHICH CARRIED TWO (2) TO ZERO (0). VICE-MAYOR KORTE AND COUNCILMEMBER KORTE VOTED IN THE AFFIRMATIVE. THERE WERE NO DISSENTING VOTES.

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 4:31 p.m.

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